

## Ecuador

*Capital:* Quito  
*Population:* 13,755,680 (2007 estimate)  
*GDP\*:* \$61.7 billion (2006 estimate)  
*Currency:* US Dollar  
*Language:* Spanish



### Summary

Ecuadorian imports show that the United States has been the major source for automotive parts and accessories for the last few years. U.S. market share for the latter has been on average around 25% during the last five years.

### Current Market Trends

Imports of parts and accessories have closely followed the growth trends for the Ecuadorian vehicle fleet over the years. Following this tendency, the market for parts and accessories is set to grow in the future, and since the vehicle fleet has an average age of nine years it is probable that parts and accessories demand will tend to grow faster than the vehicle fleet.

### Market Entry

The Ecuadorian market for automotive parts and accessories is complex due to the number and variety of the participants. The easiest and fastest way U.S. firms can access to the Ecuadorian Market is through local representatives (agents) or distributors.

### Main Competitors

Competitors include Colombia, Brazil, Japan, as well as many Asian countries.

### U.S. Commercial Service Contact Information

*Name:* Andres Gonzalez  
*Position:* Commercial Specialist  
*Email:* [Andres.Gonzalez@mail.doc.gov](mailto:Andres.Gonzalez@mail.doc.gov)  
*Phone:* +011 255-6760 EXT. 404